

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Sandler & Innocenzi
705 Prince Street
Alexandria, VA 22314

<u>Contract / Revision</u> 496331 /		<u>Alt Order #</u> 06355106
<u>Product</u> TARKANIAN 4 CONGRESS		
<u>Contract Dates</u> 10/04/12 - 10/10/12		<u>Estimate #</u>
<u>Advertiser</u> Tarkanian for Congress		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	KVVU	10/08/12	10/10/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	0	\$0.00
D 2	KVVU	10/08/12	10/10/12	More M-F 9-10a	M-F 9a-10a		:30			NM	0	\$0.00
D 3	KVVU	10/08/12	10/10/12	Katie Couric	2-3p		:30			NM	0	\$0.00
D 4	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	\$0.00
D 5	KVVU	10/08/12	10/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	0	\$0.00
D 6	KVVU	10/08/12	10/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	0	\$0.00
D 7	KVVU	10/04/12	10/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	0	\$0.00
D 8	KVVU	10/04/12	10/04/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	0	\$0.00
D 9	KVVU	10/04/12	10/05/12	Katie Couric	2-3p		:30			NM	0	\$0.00
D 10	KVVU	10/04/12	10/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	0	\$0.00
Totals											0	\$0.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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FAX# 610-225-1191 OCT2/12 13.03
HARRIS REPORT FROM REP *** KVVU-TV ***
CHANGES

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	CHRIS FEIST		
SALES PRSN	PH-	TERESA DIFURIA	

	CLASS: NATL.	LOCAL	REGIONAL
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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand what consumers want and what problems they are facing. Once a need is identified, the next step is to develop a concept for a product that addresses that need. This is often done through brainstorming sessions and the creation of a prototype. The third step is to conduct a feasibility study to determine if the product can be developed and marketed successfully. This involves analyzing the costs of production, the potential for sales, and the competitive landscape. If the study is favorable, the next step is to secure funding for the development and production of the product. This can be done through a variety of means, including venture capital, angel investors, or crowdfunding. Once funding is secured, the next step is to develop a detailed business plan that outlines the marketing strategy, distribution channels, and financial projections. The final step is to launch the product and monitor its performance in the market. This involves tracking sales, customer feedback, and market trends to ensure the product is meeting its goals and making necessary adjustments.

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT2/12 13.03

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DANNY TARKANIAN FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		430A-459A	30		\$85.00	10/8	10/10	0		M-W	0
PROGRAM : NEWS												
2	S		900A-1000A	30		\$275.00	10/8	10/10	0		M-W	0
PROGRAM : MORE												
3	S		200P-300P	30		\$275.00	10/8	10/10	0		M-W	0
PROGRAM : COURIC												
4	S		1000P-1045P	30		\$1,250.00	10/7	10/7	0		SUN	0
PROGRAM : NEWS												
5	S		1000P-1100P	30		\$2,150.00	10/8	10/10	0		M-W	0
PROGRAM : NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
6	S		700A-900A	30		\$700.00	10/8	10/10	0		M-W	0
PROGRAM : NEWS												
7	S		600A-700A	30		\$725.00	10/4	10/5	0		TH-F	0
PROGRAM : NEWS												
8	S		430A-459A	30		\$85.00	10/4	10/5	0		TH-F	0
PROGRAM : NEWS												
9	S		200P-300P	30		\$275.00	10/4	10/5	0		TH-F	0
PROGRAM : COURIC												
10	S		700A-900A	30		\$700.00	10/4	10/5	0		TH-F	0
PROGRAM : NEWS												
OCT/12						\$.00						
CONTRACT TOTAL												\$.00
TOTAL SPOTS												0

MARKET TOTALS \$91,500 KVVU 17% KSNV 29% KLAS 34% KTNV 16% KVMY 2% KVCW 1% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 496331 /		Alt Order # 06355106
Product TARKANIAN 4 CONGRESS		
Contract Dates 10/04/12 - 10/10/12		Estimate #
Advertiser Tarkanian for Congress		Original Date / Revision 09/28/12 / 09/28/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Sandler & Innocenzi
705 Prince Street
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/08/12	10/10/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$85.00			
N 2	KVVU	10/08/12	10/10/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				2	\$275.00			
N 3	KVVU	10/08/12	10/10/12	Katie Couric	2-3p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$275.00			
E 4	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,250.00			
N 5	KVVU	10/08/12	10/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$2,150.00			
N 6	KVVU	10/08/12	10/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$700.00			
N 7	KVVU	10/04/12	10/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				3	\$725.00			
N 8	KVVU	10/04/12	10/04/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$85.00			
N 9	KVVU	10/04/12	10/05/12	Katie Couric	2-3p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$275.00			
N 10	KVVU	10/04/12	10/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$700.00			
Totals											22	\$15,555.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
496331 /	06355106

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/04/12 - 10/10/12	TARKANIAN 4 CONGRE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Tarkanian for Congress	09/28/12 / 09/28/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/10/12	22	\$15,555.00	\$13,221.75
Totals	22	\$15,555.00	\$13,221.75

Signature: _____ **Date:** _____

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FAX# 610-225-1191
HARRIS REPORT FROM REP SEP28/12 18.10
CHANGES *** KVVU-TV ***

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	CHRIS FEIST		
SALES PRSN	PH-	TERESA DIFURIA	

CLASS: NATL.	LOCAL	REGIONAL
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ICE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP28/12 18.10

TO ROSE
FR NIKKI
REVISED FLIGHT DATES 10/4-10/10
TOTAL SAME
PLS CNF THANKS

DANNY TARKANIAN FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:
1	*		430A-459A	30		\$85.00	10/8	10/10	2		M-W	2
PROGRAM : NEWS												
2	EY		900A-1000A	30		\$275.00	10/8	10/10	2		M-W	2
PROGRAM : MORE												
3	*		200P-300P	30		\$275.00	10/8	10/10	3		M-W	3
PROGRAM : COURIC												
5	EY		1000P-1100P	30		\$2,150.00	10/8	10/10	3		M-W	3
PROGRAM : NEWS												
6	*		700A-900A	30		\$700.00	10/8	10/10	3		M-W	3
PROGRAM : NEWS												

REP HEADLINE# 6355106
*** UNAPPROVED REV #1 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
CHANGES
SEP28/12 18.10
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
7	EX		600A-700A	30		\$725.00	10/4	10/5	3		TH-F	3
PROGRAM : NEWS												
8	A		430A-459A	30		\$85.00	10/4	10/5	1		TH-F	1
PROGRAM : NEWS												
9	A		200P-300P	30		\$275.00	10/4	10/5	2		TH-F	2
PROGRAM : COURIC												
10	A		700A-900A	30		\$700.00	10/4	10/5	2		TH-F	2
PROGRAM : NEWS												
OCT/12			15555.00									
CONTRACT TOTAL											15555.00	
TOTAL SPOTS											22	

MARKET TOTALS \$91,500 KVVU 17% KSNV 29% KLAS 34% KTNV 16% KVMY 2% KVCW 1% CABL 0% KTUD 1%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Sandler & Innocenzi
705 Prince Street
Alexandria, VA 22314

<u>Contract / Revision</u> 496331 /		<u>Alt Order #</u> 06355106
<u>Product</u> TARKANIAN 4 CONGRESS		
<u>Contract Dates</u> 10/01/12 - 10/07/12		<u>Estimate #</u>
<u>Advertiser</u> Tarkanian for Congress		<u>Original Date / Revision</u> 09/27/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/01/12	10/05/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWT---				3	\$85.00			
N 2	KVVU	10/01/12	10/05/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				2	\$275.00			
N 3	KVVU	10/01/12	10/05/12	Katie Couric	2-3p		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$275.00			
N 4	KVVU	10/07/12	10/07/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-----1				1	\$1,250.00			
N 5	KVVU	10/01/12	10/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$2,150.00			
N 6	KVVU	10/01/12	10/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				5	\$700.00			
N 7	KVVU	10/01/12	10/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	MTWTF--				3	\$725.00			
Totals											22	\$15,555.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	22	\$15,555.00	\$13,221.75
Totals	22	\$15,555.00	\$13,221.75

Signature: _____ Date: _____

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FAX# 610-225-1191
SEP27/12 17.06
HARRIS REPORT FROM REP
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			430A-459A	30		\$85.00	10/1	10/5	3		M-F	3
PROGRAM : NEWS												
2			900A-1000A	30		\$275.00	10/1	10/5	2		M-F	2
PROGRAM : MORE												
3			200P-300P	30		\$275.00	10/1	10/5	5		M-F	5
PROGRAM : COURIC												
4			1000P-1045P	30		\$1,250.00	10/7	10/7	1		SUN	1
PROGRAM : NEWS												
5			1000P-1100P	30		\$2,150.00	10/1	10/5	3		M-F	3
PROGRAM : NEWS												

REP HEADLINE# 6355106
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
 ORDER WORKSHEET

FAX# 610-225-1191
 HARRIS REPORT FROM REP

SEP27/12 17.06
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

6			700A-900A	30		\$700.00	10/1	10/5	5		M-F	5
---	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS

7			600A-700A	30		\$725.00	10/1	10/5	3		M-F	3
---	--	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NEWS

OCT/12 15555.00

CONTRACT TOTAL 15555.00
 TOTAL SPOTS 22

MARKET TOTALS \$91,500 KVVU 17% KSNV 29% KLAS 34% KTNV 16% KVMY 2% KVCW 1% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*